## Business Researcher & Analyst — Europe (Job description)

**ConnInv2A Ltd. – Lisbon, Portugal**
**Position:** Business Researcher & Analyst — Europe
**Type:** Part-time
**Availability:** From January 2027
**Location:** Lisbon / Hybrid / Remote depending on circumstances
**Reporting to:** Founder & Chief Executive

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### 1. About ConnInv2A

**ConnInv2A** is a consulting and investment advisory firm based in Lisbon, Portugal, whose mission is to connect international SMEs and investors with high-growth opportunities across **Sub-Saharan Africa's emerging markets**, while supporting African SMEs in developing strategic partnerships and expanding internationally.

The firm provides services in **business strategy, market research, financial analysis, feasibility studies, business development, investment advisory, investment facilitation, risk assessment, due diligence and strategic partnerships**.

ConnInv2A's geographic focus covers the four major Sub-Saharan African regions—**West, Central, East and Southern Africa**—while building connections with business and investment communities in Europe, Africa, America and Asia.

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### 2. Position Overview

The **Business Researcher & Analyst — Europe** will be responsible for conducting research and analysis on European economies, industries, companies, SMEs, investors and institutions in order to identify potential **business, investment and partnership opportunities between Europe and Sub-Saharan Africa**.

The position will support ConnInv2A's market-intelligence, consulting, business-development and investment-advisory activities.

The successful candidate will contribute to answering questions such as:

- Which European SMEs could expand successfully into Sub-Saharan Africa?
- Which European companies could benefit from strategic partnerships with African SMEs?
- Which European investors are interested in African emerging markets?

- Which sectors offer attractive cross-border opportunities?
- What are the regulatory, economic, financial and operational conditions affecting European companies entering Sub-African markets?
- Which African opportunities could be relevant to European investors and businesses?

For an intern, the role provides an opportunity to develop practical experience in **business research, market intelligence, international business and investment analysis**.

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### 3. Key Responsibilities

### A. European Market Research

Conduct research on European markets and identify developments relevant to ConnInv2A's activities.

Responsibilities include:

- Research European economies, industries and markets.
- Monitor economic and business developments in European countries.
- Identify sectors with strong internationalization potential.
- Analyze European SME ecosystems.
- Identify companies with potential expansion interests in Sub-Saharan Africa.
- Research European investment trends toward African markets.
- Monitor European trade and investment policies affecting Africa.
- Identify relevant European institutions, business associations and industry organizations.

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### B. Company & SME Research

Research and profile European companies that could potentially become:

- ConnInv2A clients;
- investors in African markets;
- strategic partners;
- suppliers;
- technology partners;

- joint-venture partners; or
- potential acquirers of African companies.

The researcher will:

- Identify potential target companies.
- Prepare company profiles.
- Analyze ownership structures where relevant.
- Research business models and strategic positioning.
- Examine international expansion strategies.
- Assess previous activities in Africa.
- Identify potential African market-entry opportunities.
- Prepare preliminary assessments of strategic fit.

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**4. Investment & Investor Research**

Support ConnInv2A's investment-advisory activities by researching European:

- Private equity firms;
- Venture capital firms;
- Family offices;
- Development finance institutions;
- Commercial banks;
- Investment funds;
- Corporate investors;
- Institutional investors;
- Business angels; and
- Other investment organizations.

The researcher will:

- Identify investors with an interest in Africa;
- Analyze their investment criteria;
- Research geographical and sectoral preferences;
- Identify previous investments in Africa;
- Monitor investment announcements;
- Prepare investor profiles;
- Identify potential investor–project matches;
- Maintain and update an investor database.

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**5. Europe–Africa Business Opportunities**

A central responsibility will be to identify potential **cross-border business opportunities between European companies and Sub-Saharan African markets**.

Examples include:

- Market entry;
- Export and distribution;
- Joint ventures;
- Strategic partnerships;
- Technology transfer;
- Franchising;
- Licensing;
- M&A;
- Private investment;
- Project finance;
- Supply-chain partnerships; and
- Local production.

The analyst will conduct preliminary research to determine whether a potential opportunity merits further investigation by ConnInv2A.

### 6. Sector Research

The Business Researcher & Analyst will monitor sectors with strong potential for Europe–Africa cooperation, such as:

- Renewable energy;
- Infrastructure;
- Agriculture and agribusiness;
- Food processing;
- Healthcare;
- Pharmaceuticals;
- Digital economy;
- Fintech;
- Telecommunications;
- Education and EdTech;
- Manufacturing;
- Logistics;
- Water and sanitation;
- Construction;
- Tourism and hospitality;
- Financial services;
- Mining and natural resources; and
- Consumer goods.

The analyst may be asked to prepare **sector intelligence reports** highlighting market size, growth trends, competitors, opportunities, risks and potential business partners.

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### 7. Economic & Regulatory Intelligence

Monitor developments that could influence European companies investing or operating in Sub-Saharan Africa.

This may include:

- European Union trade policies;
- Investment regulations;
- Tax and customs developments;
- Foreign direct investment policies;
- ESG and sustainability requirements;
- Corporate reporting requirements;
- Sanctions and compliance developments;
- African market-access regulations;
- Bilateral investment agreements; and
- International trade agreements.

The analyst should be able to identify developments that may have a **practical impact on companies and investors**.

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**8. Competitive Intelligence**

Conduct research on European consulting firms, investment boutiques, advisory firms and other organizations operating at the intersection of **Europe and Sub-Saharan Africa**.

Activities may include:

- Mapping competitors;
- Benchmarking services;
- Monitoring market positioning;
- Identifying emerging competitors;
- Researching pricing and service models where publicly available;
- Identifying potential strategic partners rather than only competitors.

The objective is to help ConnInv2A understand its competitive environment and identify opportunities for differentiation.

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**9. Research Reports & Publications**

The Business Researcher & Analyst will contribute to ConnInv2A's intellectual and research output.

This may include:

- Market research reports;
- Country profiles;
- Sector reports;
- Company profiles;
- Investment opportunity analyses;
- Executive briefings;
- Research notes;
- Newsletter articles;
- Website content;
- Presentations; and
- Background research for conferences and publications.

The analyst should be able to transform large amounts of information into **concise, decision-oriented analysis**.

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**10. Business Development Support**

The position will also support ConnInv2A's business-development activities.

Responsibilities may include:

- Identifying potential European clients;
- Preparing prospect lists;
- Researching potential strategic partners;
- Supporting outreach campaigns;
- Preparing briefing notes before meetings;
- Identifying relevant European conferences and business forums;
- Monitoring networking opportunities;

- Supporting follow-up activities;
- Maintaining CRM and business-development databases.

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**11. Support to Consulting Assignments**

Depending on experience, the Business Researcher & Analyst may contribute to client assignments involving:

- Market-entry strategies;
- Feasibility studies;
- Business plans;
- Market assessments;
- Competitive analysis;
- Investment opportunity assessments;
- Partner identification;
- Due-diligence preparation;
- Country-risk assessments; and
- Strategic planning.

The analyst will not necessarily be responsible for final recommendations but will provide the **research, data and preliminary analysis** upon which consulting recommendations can be developed.

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**12. Responsibilities for an Intern**

The **Business Researcher & Analyst Intern — Europe** would progressively undertake activities such as:

- Conducting desk research;
- Collecting and organizing economic and market data;
- Researching European SMEs;
- Researching African investment opportunities;
- Preparing company profiles;

- Preparing country and sector profiles;
- Identifying European investors;
- Monitoring business and investment news;
- Supporting the preparation of reports and presentations;
- Contributing to ConnInv2A's newsletter;
- Updating research databases;
- Supporting business-development research.

The internship should give candidates meaningful exposure to **international consulting and investment analysis**, rather than being limited to administrative tasks.

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## 13. Candidate Profile

### Education

Candidates should ideally have a Bachelor or Master degree or be pursuing studies in:

- Economics;
- Finance;
- Business Administration;
- Management;
- International Business;
- International Economics;
- International Relations;
- Political Economy;
- Accounting;
- Marketing; or
- another relevant discipline.

For the internship, **Bachelor's and Master's students and recent graduates** are encouraged to apply.

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## 14. Professional Experience

### For the Analyst position

Previous experience in one or more of the following would be an advantage:

- Consulting;
- Market research;
- Investment banking;
- Corporate finance;
- Private equity;
- Venture capital;
- Business development;
- International business;
- Economic research; or
- Investment advisory.

### For the Internship

Previous professional experience is **not required**, although relevant academic research, student projects, entrepreneurial experience or internships would be advantageous.

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## 15. Technical Skills

The successful candidate should have:

- Strong research skills;
- Strong analytical and critical-thinking abilities;
- Excellent information-search capabilities;
- Ability to evaluate the reliability of sources;
- Strong Excel skills;
- Good PowerPoint skills;
- Ability to prepare professional reports;

- Ability to analyze quantitative and qualitative information;
- Familiarity with financial and economic databases would be an advantage.

Knowledge of financial modelling, company valuation or investment analysis would be an additional advantage for the more experienced position.

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**16. Languages**

**Essential:**

- Excellent English (Advanced/Proficiency level, IELTS, TOEFL, TOEIC, etc.).

**Strong advantage:**

- French;
- Portuguese.

Knowledge of German, Spanish, Italian or another European language would be an advantage.

Given ConnInv2A's international orientation, candidates who can operate professionally in **English plus another European language** would be particularly valuable.

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**17. Personal Qualities**

The ideal candidate should be:

- Curious;
- Analytical;
- Proactive;
- Rigorous;
- Organized;
- Entrepreneurial;
- Detail-oriented;
- Independent;
- Reliable;
- Commercially minded;
- Internationally oriented;

- Able to work under deadlines;
- Comfortable working with incomplete information;
- Interested in Sub-Saharan Africa and international business.

A particularly important quality is **intellectual curiosity**: the candidate should genuinely want to understand why certain markets, companies and investment opportunities succeed while others do not.

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## 18. Key Performance Indicators

Performance could be assessed according to:

1. Quality and reliability of research;
2. Accuracy and credibility of sources;
3. Quality of company and investor profiles;
4. Number and quality of relevant opportunities identified;
5. Quality of market and sector analyses;
6. Timeliness of research assignments;
7. Contribution to consulting projects;
8. Contribution to ConnInv2A publications;
9. Quality of business-development intelligence;
10. Ability to translate information into useful business insights.

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## 19. What ConnInv2A Offers

The position offers an opportunity to:

- Work directly with the Founder & Chief Executive;
- Develop expertise in **Europe–Africa business relations**;
- Gain exposure to consulting and investment advisory;
- Research real companies, investors and markets;
- Contribute to international consulting assignments;
- Develop expertise in Sub-Saharan African emerging markets;

- Build analytical and research skills;
- Develop an international professional network;
- Contribute to the development of a growing consulting and investment advisory firm.

For interns, the experience can provide a strong foundation for future careers in:

- Consulting;
- Investment banking;
- Private equity;
- Venture capital;
- Corporate finance;
- International business;
- Economic research;
- Business development; or
- Development finance.

**20. Evaluation Criteria**

Applicants will be evaluated using the following criteria:

| **Criterion** | **Indicative Weight** |
|---|---|
| 1. Education and relevant professional qualifications | 20% |
| 2. Similar experience in the area of expertise of the assignment and understanding of TOR | 60% |
| 3. Knowledge of the Europe Investment landscape | 20% |
| 4. Language skills and communication capability | 10% |
| **Total** | **100%** |